



THE PGA PROFESSIONAL'S CHOICE FOR TRAVEL

## IMMEDIATE RELEASE

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### **Premier Golf Growing Again with +20% in International Sales & 2 New Hires.**

**Atlanta, Georgia**—Premier Golf has seen historic growth in international sales and is therefore expanding its sales force with the addition of [Tim Willerton](#), golf travel specialist, and [Chad Seymour](#), travel consultant.

“We’ve experienced a steady growth in the last 12 months both at home and internationally. Tim and Chad bring special expertise that broadens our appeal in these key markets,” says Ann Mabry, Premier Golf’s managing director. “They’ll contribute to our sales team and allow us to continue to develop key relationships in the golf industry ultimately benefitting our clients.”

A veteran in the golf travel industry for more than two decades, Willerton has established many exceptional relationships in Scotland and other major golf destinations. He is known for his ability to find hidden gem golf courses, dining options and attractions. A former part-time caddy on the LPGA Tour, Willerton is cognizant of women’s sensibilities with golf and what they want in a couples or ladies-only trip.

“I work with clients to create a total golf travel experience,” Willerton says. “I know the best big name and no-name golf courses to play, and I also have a wealth of knowledge about non-golf activities and how they can balance a fun yet competitive trip.”

Chad Seymour, who recently retired as PGA Head Professional at Westfield Country Club in Westfield Center, Ohio, brings valued insight from a PGA Professional’s perspective.

“Chad will be a conduit between PGA Professionals and our staff,” Mabry says. “He understands the unique needs and desires of a club pro when planning a golf trip and that helps us better design itineraries for their members and make the entire process as stress free as possible.”

During his 32-year career at Westfield CC, Seymour served on the Northern Ohio PGA’s Board and worked through all the offices concluding as President of the section from 2009 to 2011. He also served as a National PGA Board of Director from 2013 to 2016.

“All the pro has to do is tell me where and when they want to travel and how many will be in the group and I take it from there to plan an itinerary with the Premier team, who arrange tee

times, accommodations, air travel and non-golf activities customized for the unique requirements and abilities of the travelers,” Seymour says. “I can also explain to the pro about [Premier Golf’s 4% PGA Golf Retirement Plus Program](#), which allows them to earn a tax-free amount on a total invoice.”

*Premier Golf LLC is unequalled for custom international and domestic golf tours. With over 55 years of taking groups of golfers on memorable trips, we put the customer first. Our guests benefit from a full-time team in each destination who is very familiar with local golf course managers, golf professionals, caddy masters, hoteliers, and restaurateurs. Great effort goes into our annual review of hotels, assuring excellent, handpicked accommodations and golf courses. Premier Golf LLC is a licensed package distributor of Ryder Cup, The Bandon Dunes Resort, Solheim Cup and The Open and a subsidiary of the \$700+million Travel Incorporated of Duluth, GA. For more information, visit [premiergolf.com](http://premiergolf.com)*

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